

DIAGNOSTIC METHOD AND APPARATUS FOR BUSINESS GROWTH STRATEGY

ABSTRACT OF THE DISCLOSURE

A method and apparatus for quantitatively determining the optimal mix of
5 strategies to drive growth (i.e., in company profits). The growth strategy mix includes a
reenergize component, an adjacency component and a transformation component.
Company data of companies exhibiting successful growth is obtained. From the
obtained company data, a model that quantifies respective amounts of reenergizing
activities, adjacency activities and transformation activities for different strategic growth
10 mixes is defined. The model is applied to a given company such that respective
quantitative amounts of a reenergize component, an adjacency component and a
transformation component are defined and form a strategic growth mix for the given
company. The invention may be computer implemented to provide an interactive
questionnaire for quantitatively determining a growth strategy mix. A non-electronic
15 questionnaire implementation provides a calculation tool of the present invention as
well.